

Piramal Swasthya and National Health Mission (NHM), Govt. of Assam partnership: Citizen Health Consultations and Services for Vulnerable and Remote Communities Reach Nearly 2 crore Mark

India, Guwahati, March 15, 2017: Piramal Swasthya Management and Research Institute, an initiative under the aegis of Piramal Foundation, has been a strategic partner with the National Health Mission (NHM) and Government of Assam to provide affordable and accessible healthcare to the most vulnerable sections of the community.

Piramal Swasthya is a leading not-for-profit organization in **Remote Health Advisory and Intervention** and **Community Outreach Programs** in India. In **Assam**, the focused journey began in 2010 with the objective to improve access and reach of quality primary health services. Piramal Swasthya co-created and pioneered the **104** Health Information Helpline platform and subsequently added the **Assam Mother & Child Tracking System (MCTS)** i.e. an outbound call centre for tracking and monitoring pregnant mothers and children. The Remote Health Advisory and Intervention platform continues to innovate with seamless addition of high impact interventions like India's first **National AIDS Helpline 1097** which became operational on behalf of NACO. The synergy with Govt. of Assam deepened further in 2011 with the launch of "**Sanjeevani**" - the first of its kind robust, cost effective and scalable Village Health Outreach Program (VHOP).

Speaking about the deepening relationship with the Govt. of Assam, Vishal Phanse, CEO, Piramal Swasthya said, "*Piramal Swasthya aims to transform India's health ecosystem through high impact solutions, partnerships and thought leadership. Assam is one of the most proactive states in the country to have demonstrated thought leadership in using the Public Private Partnership model to achieve transformation at scale in positively improving the State's health outcomes. Piramal Swasthya, with its value system and expertise, has aligned itself to this "transformation at scale" vision and the thought leadership of the Honorable Health Minister of Assam. The way ahead is to replicate the learnings and innovate at scale.*"

Program Details:

The **Sanjeevani** Village Health Outreach Programme aims at early identification and treatment of Chronic Diseases like Hypertension, Diabetes, Defective Vision, Epilepsy, Asthma, Tuberculosis and Malaria. It also addresses the acute shortage of doctors and specialists in the rural areas of Assam through a robust referral management system and integration with 104 health information and MCTS helplines. Sanjeevani operates a fleet of **80** Mobile Medical Units (MMU) reaching out to **over 3,700 villages** in **32 districts** of the state, **covering a population of over 62 lakh** which is **about 1/3rd of the entire rural population** of Assam. These vans provide integrated services for disease identification, screening, diagnosis, monitoring and treatment, follow up and referral of high risk cases. Since its launch, Sanjeevani has provided more than 52 lakh services, through more than 240 paramedics, to the people of Assam. So far, over 1.20 Lakhs diabetics and 95 thousand hypertension patients have been under the disease management of the program. Sanjeevani has now emerged as a robust platform that can be effectively leveraged further by Piramal Swasthya and Govt. of Assam.

The **24x7 Sarathi Help Information Helpline (104)** has been successfully operating in Assam for over six years and addresses the challenge of poor access to timely health advice and information. It has received **over 1.15 crore calls** so far and provides services such as medical advice, psychological counselling, ASHA helpline, health services information directory and a service improvement registry. In order to ensure that patients receive uniform and consistent diagnosis and treatment, the helpline uses a Clinical Decision

Support System (CDSS) using more than 85 Algorithms and 640+ Disease Summaries, developed by Piramal Swasthya.

The **Assam Mother & Child Tracking System (MCTS) call centre** initiative facilitates timely delivery of antenatal and postnatal care services to pregnant women and immunisation to children. Till date nearly **23 lakh calls** have been made to beneficiaries.

Piramal Swasthya has partnered with **NACO** to achieve goals of the fourth phase of the National HIV/AIDS Control Programme (NACP IV) that are aligned with the government's 12th Five-Year-Plan. Till date, over **1.82 lakh calls** in Assam have been addressed.

About Piramal Group

Piramal Group is one of India's leading conglomerates with interests in pharmaceuticals, financial services, information management, glass packaging and real estate. It is founded by Ajay Piramal and has a market value in excess of US\$8 billion. Driven by its core values of knowledge, action and care, the group's mission is "Doing Well and Doing Good." Piramal Foundation, the philanthropic arm, has initiatives in healthcare, education and water across 21 states of India.

About Piramal Swasthya

Piramal Swasthya, an initiative under the aegis of Piramal Foundation, endeavours to make primary Healthcare available and accessible to the vulnerable population of India. Piramal Swasthya aims to bridge the healthcare service delivery gap for vulnerable communities through its innovative and high impact solutions that leverage its experience and harnesses technology to deliver "transformation at scale".

Piramal Swasthya strongly believes in collaborating very closely with the government through the entire program cycle from designing to implementation for creating sustainable outcomes. Piramal Swasthya believes that innovations that are scalable and replicable in PPP context is the key towards achieving the India's SDG goals.

A staff of over 3700+ employees with a dedicated medical force of 500+ experienced doctors and specialists and a large trained paramedic staff lead the delivery of services at Piramal Swasthya. Starting with a pilot in Andhra Pradesh in 2007, it has spread its footprint to now cover 11 different states of the country.

About Piramal Foundation:

Piramal Foundation, the philanthropic arm of the Ajay Piramal led Piramal Group, develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. Guided by the Piramal Group's core values of knowledge, action and care, Piramal Foundation works towards creating technology-based sustainable solutions in the four broad areas of healthcare, education and safe drinking water. It currently has presence in 21 states of India and impacts over 80 million lives. Piramal Foundation has been featured in Best Workplaces List as one of India's Best NGO's to Work For 2015.

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